

Redington Marketing at a Glance

Redington has been honored with over **40 awards** this year across multiple fields by industry and OEM partners for its exemplary work.



VAR India awarded Redington as
Most Trusted Company Award 2023
Most Trusted and Innovative Tech Aggregator



We were awarded the
Global Marketing Excellence '23 award by
World Marketing Congress



We were awarded the
LinkedIn Top 25 Company 2024

300+

Reliable Partner to
Brands

70K

Channel Partners
across the country to
maximize reach

150K

End Customer across
industries

100+

Digital Campaigns
this year

100K+

Email
Communication to
nurture Channel
Partners

50K

Redington Lead
initiative/ Events this
year
Forum | Turf | MI 300

300+

Brand Focused
Events to engage
with both channel
and end customer

2000+

Print Media
Coverage with
20+ TV Interviews

80K +

Organic Social
Media Partner with
13k+ Video Views



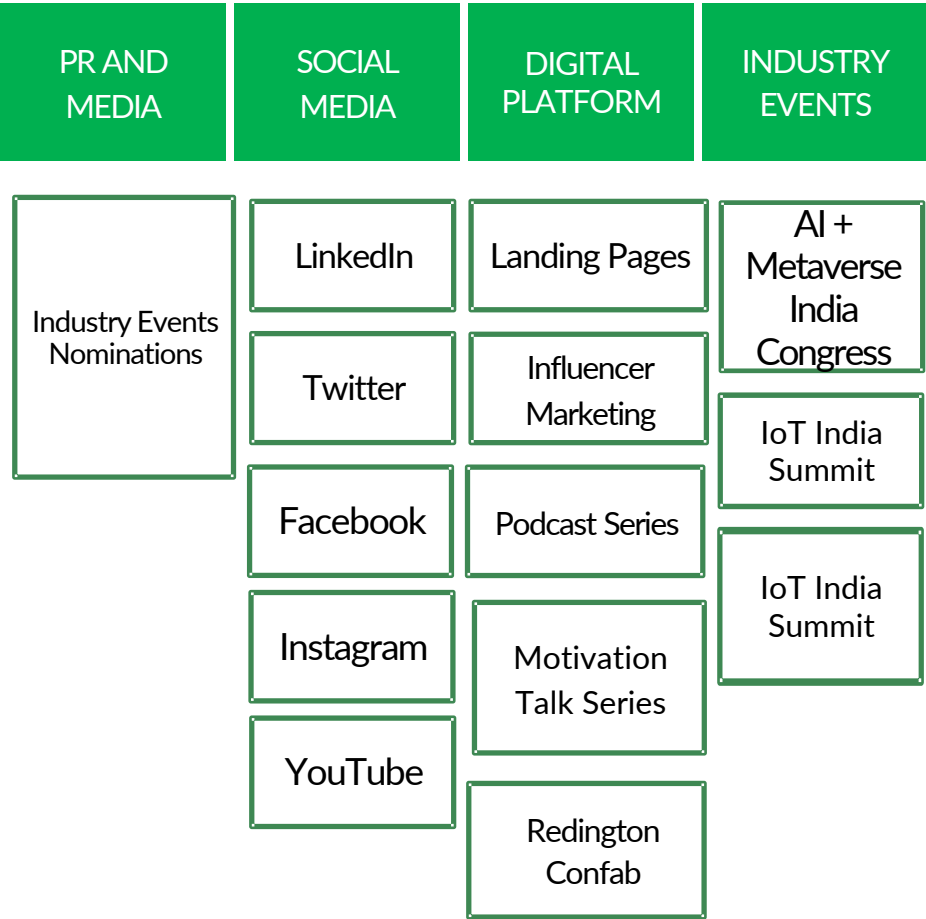


Our Marketing Approach

CREATING VALUE WITH OUR TECHNOLOGY, INNOVATION AND PARTNERSHIP STORY

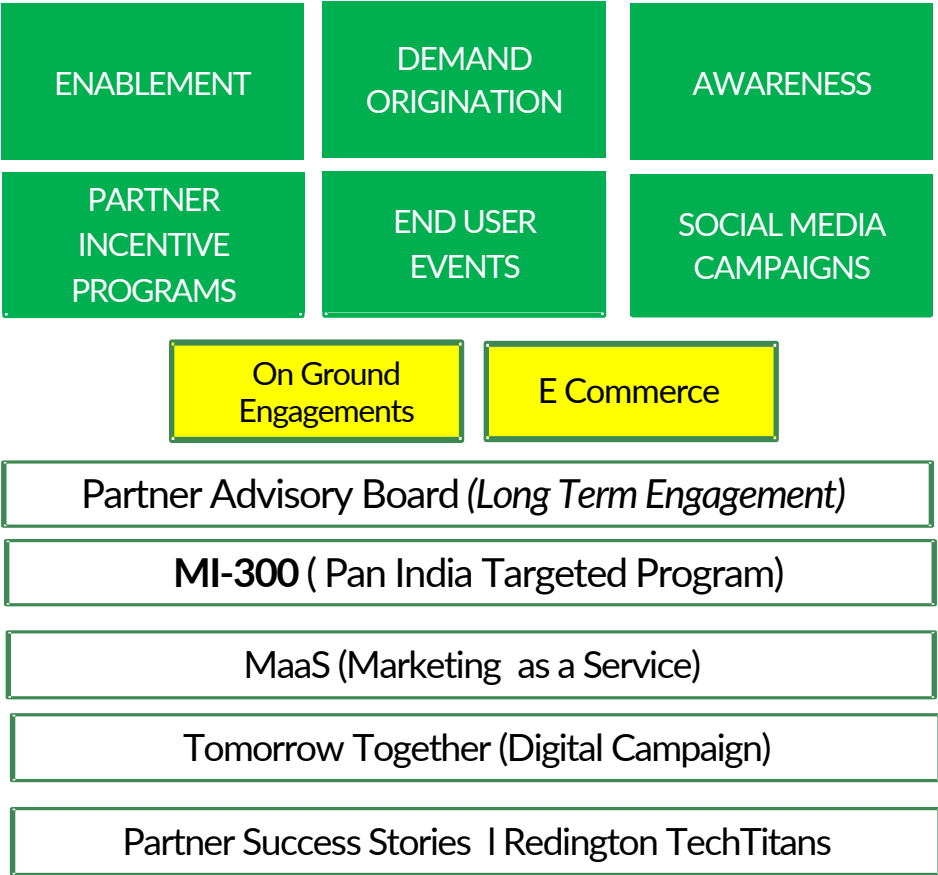
REDINGTON BRAND

Creates a platform to stand on that's not dependent on brands we distribute



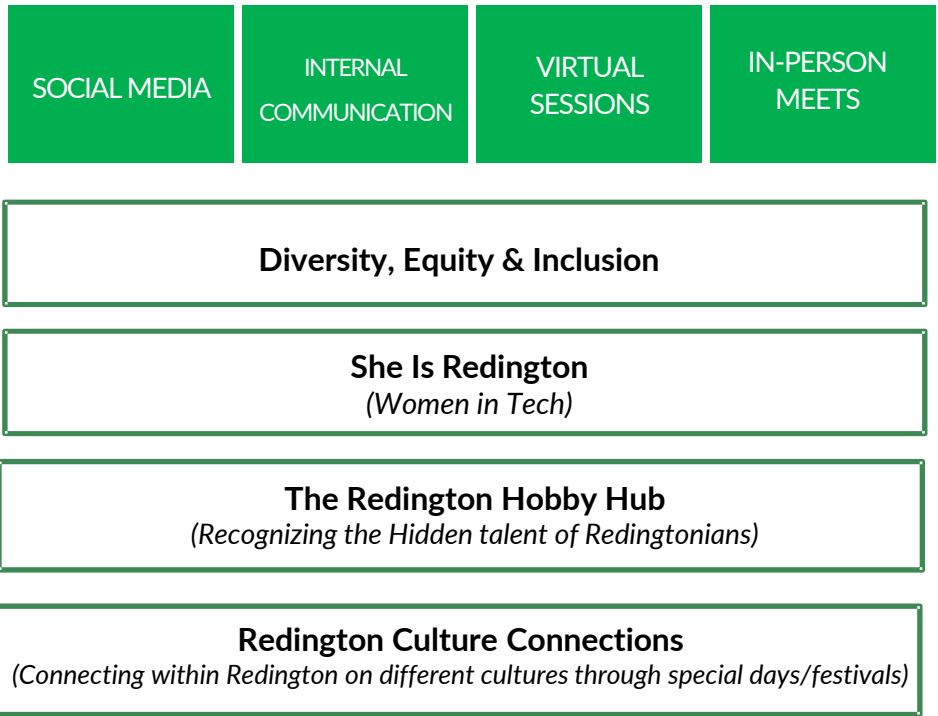
REDINGTON PARTNER

Become a PARTNER OF CHOICE for both brands as well as channel partners



REDINGTON EMPLOYEES

Create a more positive, productive, and profitable work environment. MAKE BRAND AMBASSADORS.





The Motivational Talk Series



Redington Podcasts



Partner Casual Discussion Format



MI-300



Partner Advisory Board



The Partner Success Stories



Redington Partner Digital Campaigns



ISV Engagement



Video Series representing Redington Culture



She is Redington (Women in Tech)



Redington Hobby Hub (Redingtonians beyond 9 to 5)



Your Marketing Partner

Co-Marketing | MDF | Strategic Initiatives



Channel Partner Marketing

Enabling and empowering channel partners with tools, campaigns, and resources to scale their marketing efforts.



Digital, Social & KOL Marketing

Full-funnel digital approach—leveraging social media, influencers, search, performance marketing, content, and analytics to drive impact and conversions



Communication & PR

Building brand credibility through PR, media, and corporate communications.



Trade/Retail Marketing

Crafting data-driven retail strategies to maximize brand visibility, optimize coverage, visual merchandizing and drive sales across every touchpoint.



Advertising

All Mediums-Outdoor, Digital



Experiential & Field Marketing

Driving engagement through events, activations, and in-market field initiatives.



Demand Generation

Accelerating customer and partner engagement with targeted lead generation, tele-calling, digital marketing, and CRM-driven lead nurturing and conversion.



Web and Content Marketing

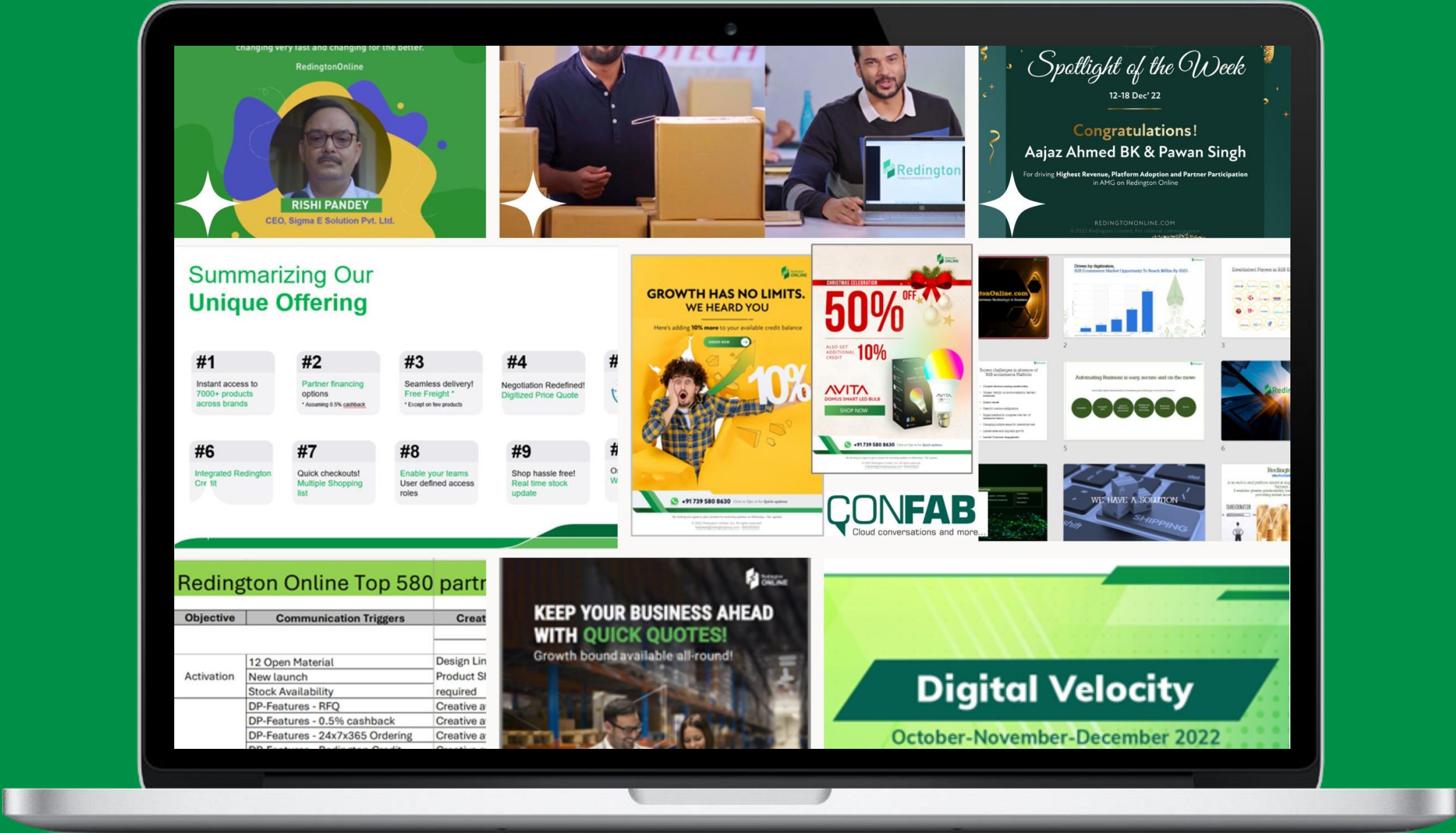
Leveraging compelling content across digital channels to engage audiences, drive conversions, and foster brand loyalty.



Redington Online

Streamlining channel partner product ordering with a seamless online platform for effortless transactions.

CHANNEL PARTNER MARKETING



DIGITAL, SOCIAL & KOL MARKETING

Redington

Copilot

AI AT WORK

Windows At Work

From IT-HR, Copilot+PCs empowers every employee and department.

Department

IT

Marketing

HR

Sales

Legal

Operations

Finance

Redington

Windows 11 Pro

Don't Compromise on Security

Windows 11 Pro PCs for Enterprise-Level Protection

AI PCs are here!

Be the first to market with Redington

Lenovo

Microsoft Surface

Work with Us

and be a pioneer in the AI revolution

Now Exclusive Partner for

Lenovo Commercial PCs

In South India

Experience the

Redington difference

Redington

chromeOS

Redington Chrome Club

Channel Sales Training

Dear Redington Chrome Club member, we have organized an exclusive sales training session for you. Join in to understand and pitch Google ChromeOS better.

16 Tuesday July

11:30am - 01:00pm

Online Training

Google Meet Link : meet.google.com/xq-auds-esh

Trainer : Mona Sae (Google Team)

How will this help you?

Know The Product:

Overview, Features, Benefits, Differentiators, Hands-on Demonstration

India Relevant Use Cases:

Education, Enterprise, SMBs Implementations, Key Takeaways

How To Pitch:

Target Customers, Value Proposition, Sales Techniques, Objection Handling

Interactive Role-Playing:

Sales Scenarios, Group Feedback, Pitch Refinement

RSVP

You will receive a Redington certification upon completing this training session.

For any queries please reach out to:

Heena Bhatti

Mobile no. +91 9711263692 | Email: heena.bhatti@redingtongroup.com

Redington

Endpoint Solutions Group

Commercial PCs

Partner Update

Announcements

New Product

AI PCs are here!

Be the first to market with Redington

Lenovo

Microsoft Surface

Work with Us

and be a pioneer in the AI revolution

Geo-expansion

Now Exclusive Partner for

Lenovo Commercial PCs

In South India

Experience the

Redington difference

Redington

chromeOS

SALES SHERPAS Incentive Program

Valid from 1st February - 30th April 25

Earn Up to ₹60,000*

Designed to help you unleash the sales hero within you, the Sales Sherpas program will help you climb higher and earn better! **Get started now!**

Eligibility Requirements for the Scheme | Sherpas Growth Incentive*

Slab 1

100%

₹10,000

Slab 2

125%

₹15,000

Slab 3

150%

₹20,000

Top 3 performers each month, based on achievement percentage, will receive rewards of ₹1,000, ₹2,000, and ₹3,000 respectively. Only for Sherpas Growth Incentive!

Eligibility Requirements for the Scheme | Focus Accounts*

Slab 1

4 Lakhs

₹3000 + 0.40%

Slab 2

2 Lakhs

₹3000 + 0.40%

*Terms and Conditions of the program:

Slab 2 for Focus Accounts is applicable for regions other than Delhi & NCR

Eligible for Sherpas Growth Incentive is being shared between Salesperson & MFI Team

Sales Sherpas Incentive Scheme is applicable to all commercial sales executives aligned to Redington for MFI

Slab 1 & Slab 2 are applicable only for sales executives aligned to Redington for MFI

Where there is no business in MFI FY24

Slab 1 & Slab 2 are applicable only for sales executives aligned to Redington for MFI Team

Revenue earned will be subject to approval by MFI Sales Channel & Government Enterprise Vertical Heads

Report will be shared to employee post completion of quarter after due diligence

Redington reserves right to modify scheme

Redington

chromeOS

Why Chrome OS is the right choice for you

Focus on what matters. Chrome OS handles the rest.

Security

Build-in protection, Automatic updates, Sandboxing for protection

Speed

Faster over time

Designed for the cloud

Optimized for the hardware

Boots in seconds

Fast out the box

Simple Management

Optimized for efficiency

Automatic updates, Cloud-based, Easy device management

Built-in, proactive security

ZERO

Real-time malware detection

Automatic updates

Affordability/Cost Effectiveness

Built-in anti-virus, Automatic updates, Sandboxing for protection

For more information, Click here:

Redington

Partner Update

Power Up Your Sales with Partner Marketing Fund!

JFM 25

Your Growth, Our Support

At Redington, we are committed to supporting your growth and helping you maximize your sales potential. As a valued partner, you now have access to **Google Pixel Partner Marketing Fund (PMF)** — a strategic initiative to help you drive demand and boost customer engagement.

Your Available Fund - ₹10,000

*The PMF value is based on net sell-out value of Jan & Feb 25. The final payout will be determined based on the actual net sell-out value for JFM 25.

Unlock the Power of PMF

With these funds, you can amplify your reach, enhance visibility, and create impactful marketing campaigns. Here's how you can utilize PMF:

Marketing support to accelerate sales

Ready-to-use marketing assets for in-store & digital impact

Activation support to drive customer demand

How To Utilize PMF

Pixel Advocate:

Exclusive representative to educate customers, drive sales, and enhance customer engagement. T-shirt for Pixel Advocate

Geo-targeted Digital Ads:

Run ads on Google & Facebook to attract nearby buyers*

WhatsApp & SMS Campaigns:

Drive instant conversions with targeted promotions*

Consumer Activations:

Campy setups, exclusive in-store experiences, and more!

How to Qualify & Claim

Drive Google Pixel Sales

Execute pre-approved marketing activities

Submit Proof of Execution (POE) to claim

Terms and Conditions of the program:

PMF Utilization Period: JFM 25 (Jan-Mar 2025)

POE Submission Deadline: 15-April-2025

Proof of Execution (POE) Requirements: Clear photos/videos of executed branding & activations with Time Stamps. Digital screenshots of campaigns & performance reports/Dashboards. Invoice copies for marketing spends

Approved claims reimbursed post-verification

For any further clarification, please reach out to our local Redington team.

*Creative Assets

For the campaigns, please use assets from the pre-approved Asset Library. We will be sharing the library link shortly.

Any deviation from the predefined assets will require prior approval from Google Pixel; otherwise, it will not qualify for the PMF claim.

Grow with Redington

House of 250+ trusted brands and thriving partner community is the core to Redington. Our sole purpose is to help our partners grow.

Limitless Opportunity

An unmatched portfolio and extensive portfolio offering for our partners

Support

Be a team, training or marketing support we are there for our partners

Revenue Growth

Access to exclusive discounts, promo and incentives

Redington Online

Login and get access to real-time product catalogue, free delivery & multiply your revenue

#Redington Technology Partner

in

on

by

at

Redington Online

Google Pixel

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COMMUNICATION & PR

Inspiring Learning Through Leadership

Ramesh Natarajan, CEO, Redington Limited was invited as the Chief Guest at Jaipuria Institute of Management's 17th Convocation Ceremony, where he encouraged students to embrace change and emphasized the importance of continuous learning.



Embrace Change and Never Stop Learning - Ramesh Natarajan

Road to DRUPA

Connected with over 400 Printers across the country through 6 roadshows. Also reached out to over 10K printers through EDMs and digital posts on LinkedIn.

Touchdown @ DRUPA 2024

Successfully showcased our Digital Printing solutions and were able to build a funnel of around 500Cr. Signed 100Cr LOI during the show with a breakthrough in the New Series 5 HP Indigo 100K Presses.



250 Engagements

60% new leads & 40% existing prospects

Leading the Way in Technology Distribution

Redington was featured in the cover story of the latest issue of VARIndia magazine as India's top choice in technology distribution. The story emphasised Redington's success driven by strong partnerships, sustainability initiatives, and a forward-thinking intrapreneurial workforce.



982
Total media impressions

302
Social Media Mentions

90.3%
Positive + Neutral Tonality

94%
Media commentary positioning Redington as an 'Integrated Technology Solutions Provider'

In the News

We leveraged our 30-year legacy of bridging divides by mitigating technology friction to position Redington as the leading technology distributor in the country.

DATAQUEST

Sustainable credit practices in a tech-driven world: Embracing innovation and responsibility

VARINDIA

Partnership, innovation, and technology: key drivers of Redington's achievements

DATAQUEST

DQ Top 20 RANK 5 - Redington

Redington Limited is an integrated technology solutions provider and a Fortune 500 company. Formed about 30 years back, 'No. 5' has been marked as a product distribution firm. But we can't see that it's embracing its mid-size point with a new form altogether. It is trying on all fronts - from what it sells, how it sells, who it partners with to what it invests in - as it morphs, deliberately, into diversified technology solutions.

PRESS TRUST OF INDIA

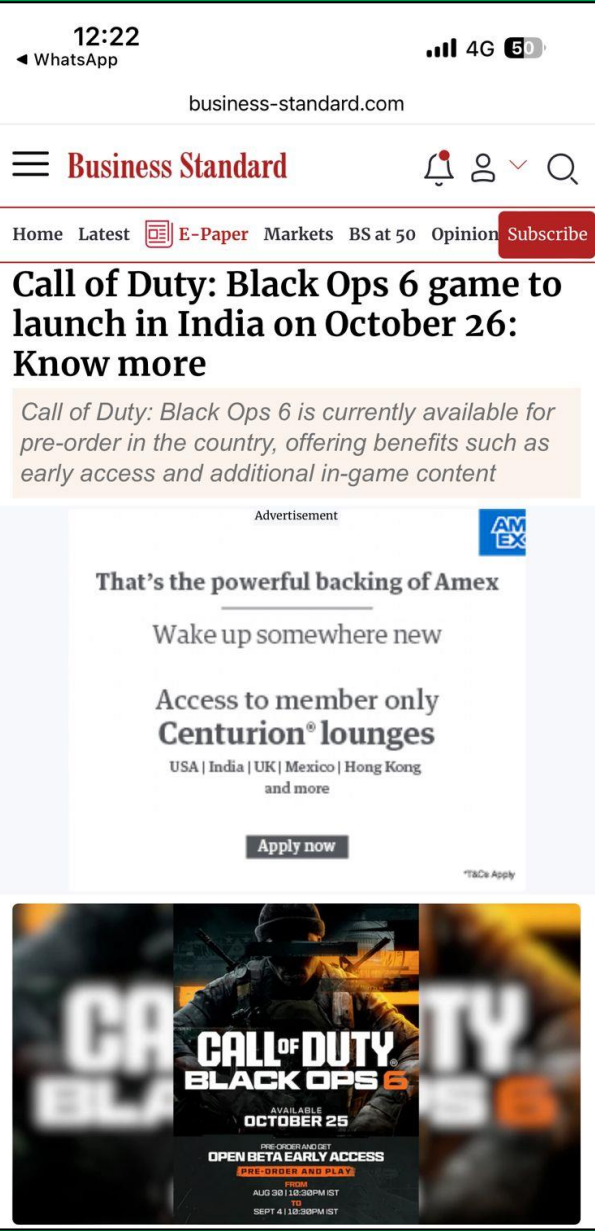
Redington Ltd reports April-June 23 consolidated profit at Rs 255.20 cr

Chennai, Aug 2 (PTI) Supply chain solutions provider Redington Ltd has reported a consolidated profit for the quarter ended June 30, 2023 at Rs 255.20 crore, the company said on Wednesday.

The city-based company had registered consolidated profit at Rs 326.34 crore during the corresponding period of last year.

For the year ending March 31, 2023 the consolidated profit stood at Rs 1,439.39 crore.

TRADE/RETAIL MARKETING



ADVERTISING



India's Partner in Democratising Technology

70K Channel Partners | 450 OEMs | 40+ Emerging Markets

India's leading distributor of IT & computing, networking, security, cloud, printing, mobility, logistics, lifestyle, and solar products, services and solutions.

Discover More



redingtongroup.com



INDIA'S NO.1
TECH DISTRIBUTOR

Red.GAMING
by Redington



BRINGS YOU THE
FUTURE OF GAMING

INTO THE STARFIELD

Xbox Series X|S and PC Exclusive



XBOX

Microsoft



Core Behaviours

HOW WE ACT

Our core behaviours are cemented by our core values and help us stay consistent and effective in our practices.



RESPONSIVE, HAVING A BIAS FOR ACTION



MAKE TIMELY DECISIONS, SHOW URGENCY IN RESOLVING PROBLEMS



COMMIT AND DELIVER WITH TRANSPARENCY AND QUALITY



STRIVE FOR CONTINUOUS IMPROVEMENT



PRIORITISE ONE REDINGTON







Thank You

A heartfelt thank you to all our blood drive participants! Your generosity will make a real difference in lives. Together, we save lives! We are truly grateful for your selfless act.



BRIDGING DIVIDES

EXPERIENTIAL & FIELD MARKETING



WEB AND CONTENT MARKETING

YOUR CHANCE TO

WIN AN AI PC*

Answer & Win

Conditions Apply

Answer the following questions and get a chance to win an AI PC*.

Q1. What is Windows Copilot?

☐ Browser
 ☐ Game
 ☐ AI Assistant

Q2. When is Windows 10 support ending?

☐ 10 April 2025
 ☐ 14 October 2025
 ☐ 30 December 2025

Name:

Designation:

Company Name:

Business Email ID:

Phone:

City:

Select a city

☐ I am ok to be contacted by Think ROI and Redington for more information on Windows 11 and Copilot+ PC.

☐ I would like to access the PC Health Check App to check device eligibility to upgrade to Windows 11 with Copilot.

SUBMIT

Terms & Conditions

1. Eligibility Criteria

- The contest is open to Indian residents who are 18 years of age or older as of the start date of the contest.
- The contest is valid where prohibited by law or in jurisdictions where entry is restricted by law.
- Participants must provide a valid business email address for eligibility. Personal email addresses will not be accepted.

2. Contest Duration

- The contest begins on 1st March 2025 and ends on 30th March 2025 at 10:59 PM IST.
- Late entries, entries without required information, or incomplete entries will not be considered.

3. How to Participate

- To participate, answers must provide of requested information accurately, including personal details as specified in the entry form.
- Personal details will be collected for the purpose of administering the contest and will not be shared with third parties without the participant's consent, except as required by law.
- Only one entry per participant is allowed unless otherwise stated. Multiple entries from the same participant may result in disqualification.

4. Winner Selection & Announcement

- Quick Response: Those who answer all questions correctly will qualify.
- Thoroughness: Those who provide the most detailed and accurate information will be selected.
- Randomness: Those who provide the most detailed and accurate information will be selected.
- Winners will be announced within 3 business days after the contest ends. Winners will be contacted directly by Think ROI for prize distribution.
- Winners must respond within 48 hours of being notified, or they will forfeit their prize, and an alternate winner may be selected.
- Winners will be notified via email, or it is essential that participants provide a valid and accurate business email address. Incomplete or invalid email entries may result in disqualification from the campaign.

5. Prize & Fulfillment

- Prize is non-transferable, non-exchangeable, and cannot be redeemed for cash or credit. Prize must be accepted as awarded.
- Think ROI reserves the right to substitute a prize of equal or greater value if the original prize becomes unavailable.

6. Disqualification Criteria

- Incomplete, fraudulent, or multiple entries from the same participant may result in disqualification.
- Any misuse, fraudulent activity, or violation of the terms and conditions may result in immediate disqualification and/or legal action.
- Any provision of false or incorrect business email address will be disqualified.

7. Data Privacy & Usage


- By participating in the contest, winners agree that brand may use their name, likeness, photos, and contest entry for promotional purposes, including but not limited to advertising, marketing, and social media, without compensation unless prohibited by law.

8. Liability & Disclaimer

- Think ROI is not responsible for any technical failures, delays, network issues, or any other factors that may affect the contest.
- Participants, by participating in this contest, acknowledge that they are not responsible for any aspect of the contest, including but not limited to the selection, participation, eligibility, winner selection, prize distribution, or dispute arising from participants.
- Think ROI reserves the right to modify, extend, or cancel the contest at its sole discretion, without prior notice, if any circumstances arise that may compromise the integrity or fairness of the contest.
- By entering the contest, participants agree to indemnify and hold harmless Think ROI, its affiliates, partners, and their respective employees, agents, and representatives from any and all claims, losses, damages, or expenses resulting from their participation in the contest or the acceptance, use, or release of prize.

9. Governing Law & Jurisdiction

- The contest is governed by the laws of India. Any dispute arising from the contest will be subject to the exclusive jurisdiction of the courts in Mumbai, India.*



Windows 11 Pro PCs


Protection + Performance

to keep your business safe and efficient


70% of c |

ENQUIRE NOW

Trusted by business world-wide




Move into the future with Windows 11 Pro for business




Boost productivity

With inclusive AI-powered experiences, innovative workflows, and unmatched personalization, your team can do it all as a Windows 11 Pro computer.




Protection by default

With layers of security enabled, you can work from anywhere shielded by powerful cybersecurity across hardware, software, identities, and data.



Unlock AI Advantage

Stay ahead of modern business requirements and rethink your workplace with industry-leading AI.




Quiet help desks and happy employees

Get employees up and running quickly with modern samplers and simpler self-help features.

Enquire Now

SUBMIT

Customer Reviews



"If you don't see the referee, they're doing a really good job, and I'd argue that Windows 11 Pro is exactly the same"

Paul Bailey
VP of Technology
Calygon Sports and Entertainment Corporation


THE POWERS OF ME

New Windows 11 Pro PCs boost innovation and efficiency with AI assistance and enable your teams to work and thrive anywhere with security by default.

DOWNLOAD EBOOK

Industry-leading AI. Powerful cybersecurity. Designed for business.


Realize the vast potential of AI on a secure, compatible, and business-ready Windows platform you know and trust.



Amplify every employee

Help your team achieve more with less time and effort using Copilot in Windows for AI assistance and the performance to complete demanding workloads 42% faster on average.


Learn more →



Klückner Pentaplast: fast adoption, long-term sustainability

Adopted Microsoft 11 Pro security deployed Windows 11 Pro for its global workforce for many reasons. One of the biggest was how well it aligned with the company's sustainability practices.


Read customer story →



Secure business success with security by default


Increased productivity, collaboration, and innovation wouldn't happen otherwise. The sleep-on protection of Windows 11 Pro can drop security incidents a reported 50%.

Read report →




58%

Drop in security incidents with Windows 11 Pro devices reported.¹




3.1x

reduction in firmware attacks.²



70%

Copilot users said they were more productive.



250%

ROI reported on average due to factors like improved productivity, higher security, faster development, and fewer help desk tickets.³

**TRAILBLAZERS**
SCALING SUCCESS TOGETHER

**Redington**



“ We are thrilled to partner with Redington on our cloud journey. In just two months, they have brought tremendous value by guiding us through AWS and helping us succeed in the SMB lift program. With their support, we are expanding our customer base and accelerating AWS adoption. The combination of Redington's expertise in the channel ecosystem and AWS's cloud capabilities is a winning formula for our growth.”

Avinash Kulkarni
Global Head, Cloud Business
Intense Technologies Limited



INFOWORLD
Joy of Homecoming

**Redington**

**Windows 11**

Top 3 Reasons Why IT Leaders Must Upgrade to **Windows 11 Pro** now?

 Windows 10 support is ending soon.



REDINGTON ONLINE

REGISTER

SIGN IN

Search with MPN, SKU or any key word

OPEN FOR ALL PARTNERS

New Horizons

Where Innovative Meets Opportunity

16 New Innovative Brands

Earn up to 45% Margin + Free Freight!

ORDER NOW

AULA

ERYT

baseus

EGATE

HAMMER

IBLASON

ikodoo

MOBUSA

odio

Offbeat

Primebook

SpinBot

SUPCASE

wanbo

WZATCO

WATCHOUT

YOUR SMARTEST PURCHASE DECISION STARTS HERE!

Compare, Choose & Buy Like a Pro - We've Got You Covered

START READING

Redington

Search with MPN, SKU or any key word

REGISTER

SIGN IN

All

Computer & Accessories

Mobile & Accessories

Enterprise

New Brands

Open Categories

Top Brands

YOUR SMARTEST PURCHASE DECISION STARTS HERE!

Compare, Choose & Buy Like a Pro - We've Got You Covered

START READING

Laptops

acer

DELL

Lenovo

msi

Primebook

LAPTOP

Dell Latitude 3440, i5-1235U, 8GB RAM 512 GB Storage, Ubuntu, 14"...

MPN: INDLAT3440N3-4

SKU: DLMOC00183

LAPTOP

Lenovo 21J65ORD00 Consumer Laptop ThinkPad P14S AMD G3...

MPN: 21J65ORD00

SKU: MLC001061

LAPTOP

Acer UN.VPDSI.075, Core i71165GB7, 16GB RAM, 512GB Storage, Window...

MPN: UN.VPDSI.075

SKU: ACDT101046

LAPTOP

Primebook 4G PB4G11128#006C, MediaTek MT8788 - 4 GB RAM 128 ...

MPN: PB4G11128#006C

SKU: PMBX000004

All-in-ones & Workstations

acer

DELL

ALL IN ONE

Dell INDOpt7010MTN3-4 OptiPlex 7010 MT, Intel core i5-V12500...

MPN: INDOPT7010MTN3-4

SKU: DLMOD00177

ALL IN ONE

Acer UX.VW6SL.735 AIO Intel Core i5-12400 Processor, 8 GB RAM, 512 GB...

MPN: UX.VW6SL.735

SKU: ACDT100942

ALL IN ONE

Dell INDOpt7010plusMTN3-1, 7010 Plus MT All-in-Ones, Intel Core i3-...

MPN: INDOPT7410N3-3

SKU: DLMOD00102

ALL IN ONE

Dell INDOpt7410N3-3 7410 AIO, i3-13100T, 8 GB RAM, 512GB SSD...

MPN: INDOPT7410N3-4

SKU: DLMOD00105

Desktops & Monitors

PHILIPS

acer

DELL

Lenovo



CREATING A ROBUST INFRASTRUCTURE TO SCALE OPERATIONS



BETTER PLANNING



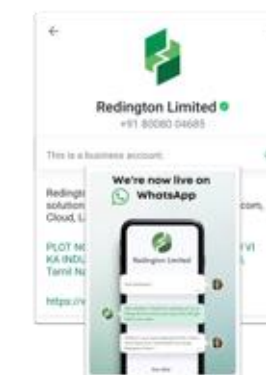
BETTER COMMUNICATION



BETTER MEASUREMENT



BETTER SCALABILITY



WHATSAPP



LEAD ASSIGN



REAL TIME EVENT ANALYTICS

OGSM PLANNING TEMPLATE

BUSINESS ALIGNMENT DISCUSSIONS

WEEKLY STAFF

GLOBAL COUNCIL

NEWSLETTERS

INDUSTRY STORIES

LATEST TOPICS IN THE NEWS

GLOBAL NEWSLETTERS

ONE DASHBOARD

MARKETING AUTOMATION

Partner Marketing

OUR APPROACH



**Grow Partner
Community**



**Width & Depth
Expansion**



**Business Units
Expansion**



**Build Redington
Differentiation**

Partner
Activation

Run Rate
Programs

LEAP

DEMAND
GEN

REDINGTON LED INITIATIVES

BRANDS COLLABARATED INITIATIVES



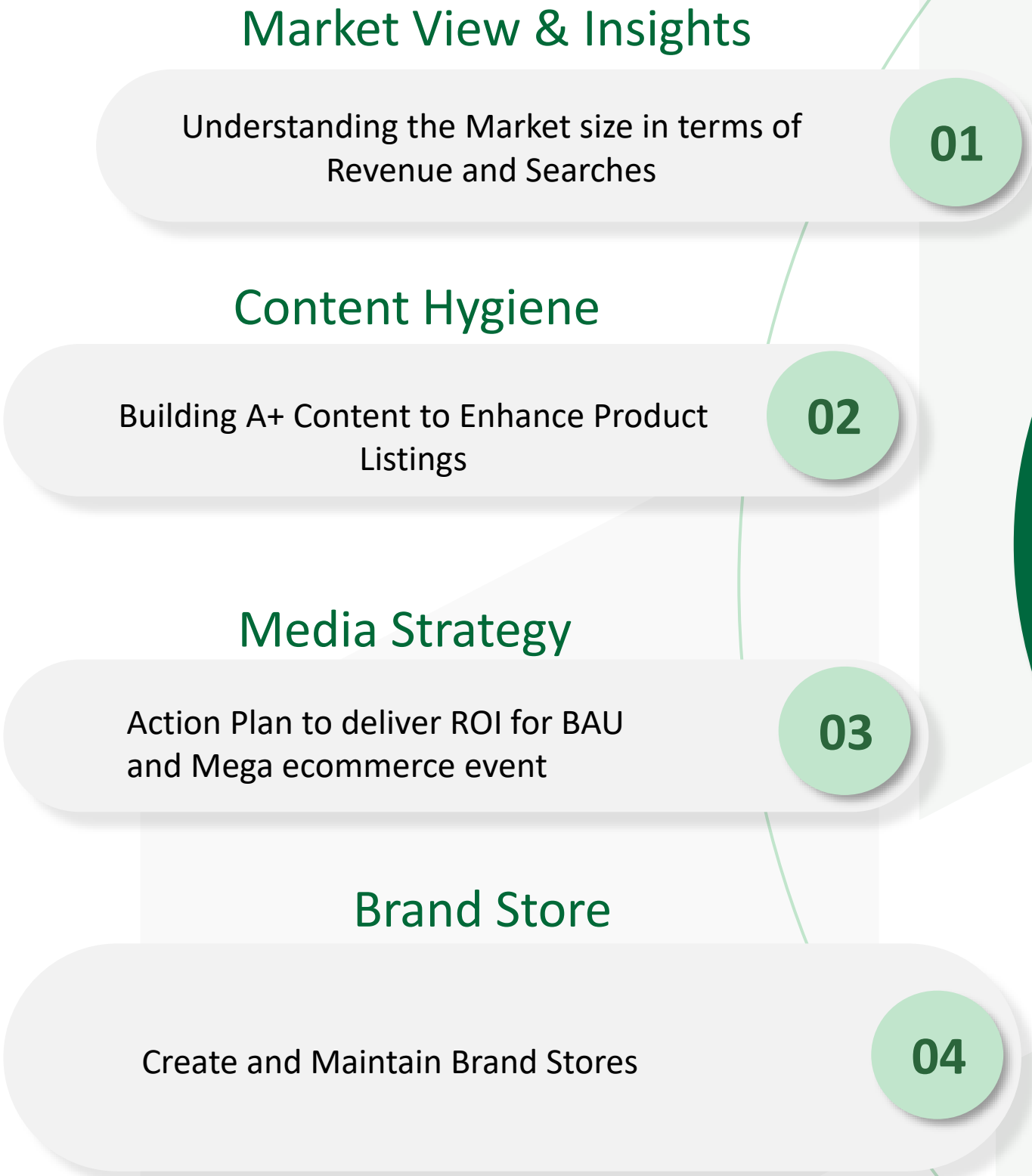
E Commerce Marketing

At Redington, we specialize in integrating sales and marketing on e-commerce platforms like Amazon and Flipkart. With optimized product listings, targeted ads, new ad formats and brand store creation, we drive sales and boost brand presence in your segment.

Platforms :



Brands :



E Commerce Marketing | Ads Campaigns



Flipkart Plus

Search for Products, Brands and More

Windows 11

Buy a PC with 6 months Microsoft 365 included*
From ₹14,740*

Create with anyone, anywhere

Includes 1 TB cloud storage

10% Discount*

Top Offers

Mobiles

Electronics & Accessories

TVs & Appliances

Beauty, Toys Food, Sports.

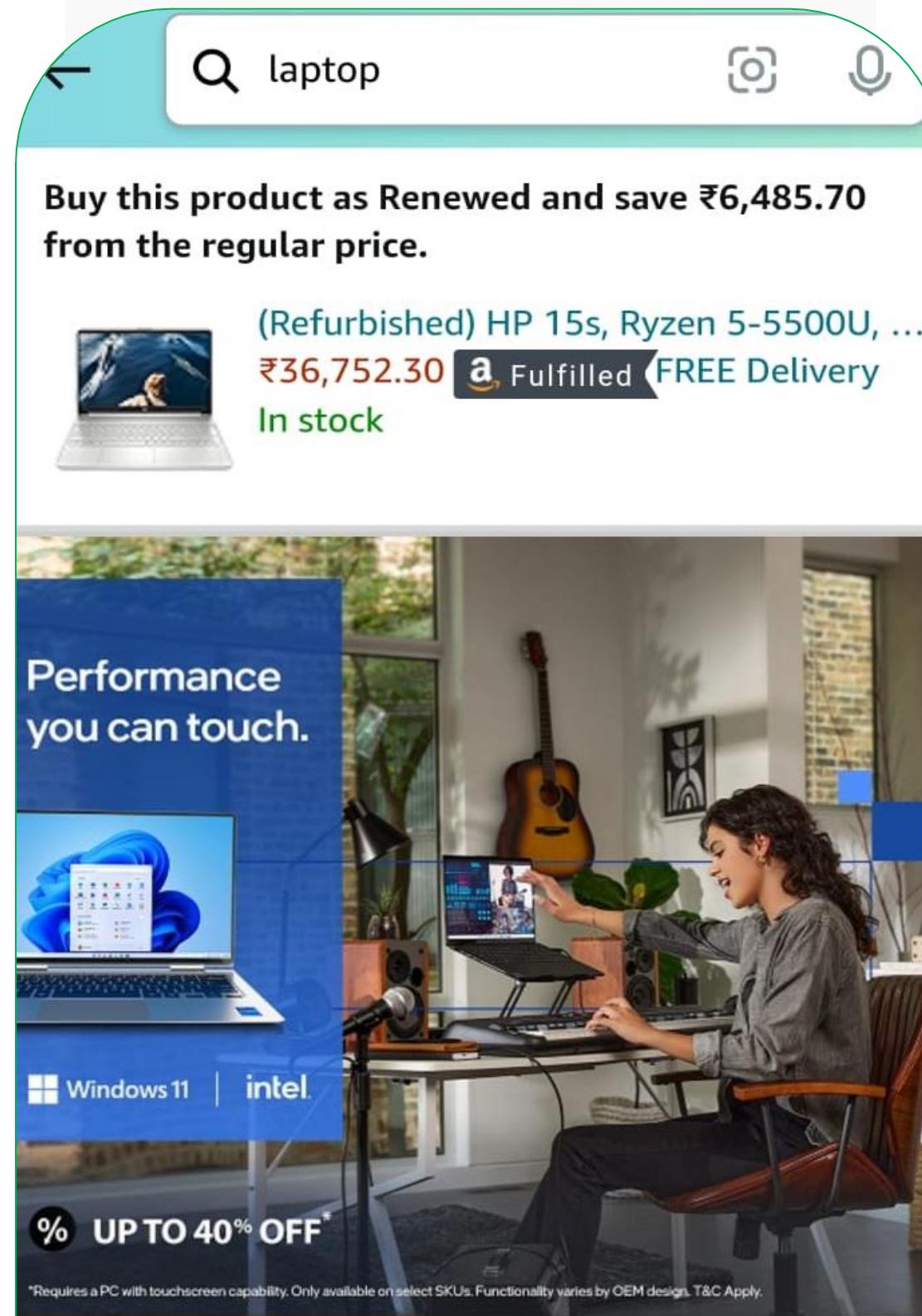
Portable Powerhouse
22.5 W Output | Lightweight
From ₹699

ambrane

BIG SAVING DAYS

Spotlight's On

View all



laptop

Buy this product as Renewed and save ₹6,485.70 from the regular price.


(Refurbished) HP 15s, Ryzen 5-5500U, ...
₹36,752.30 Fulfilled **FREE Delivery**
In stock

Performance you can touch.

Windows 11 | intel

% UP TO 40% OFF*

*Requires a PC with touchscreen capability. Only available on select SKUs. Functionality varies by OEM design. T&C Apply.



Search Amazon.in

Amazon Pay

Buy FASTag

Scan any QR

Recharge & Bills

Lenovo IDEAPAD Gaming

PROFESSIONAL EZ FIT

XBOX

Find your Ultimate Gaming Set-up

Explore

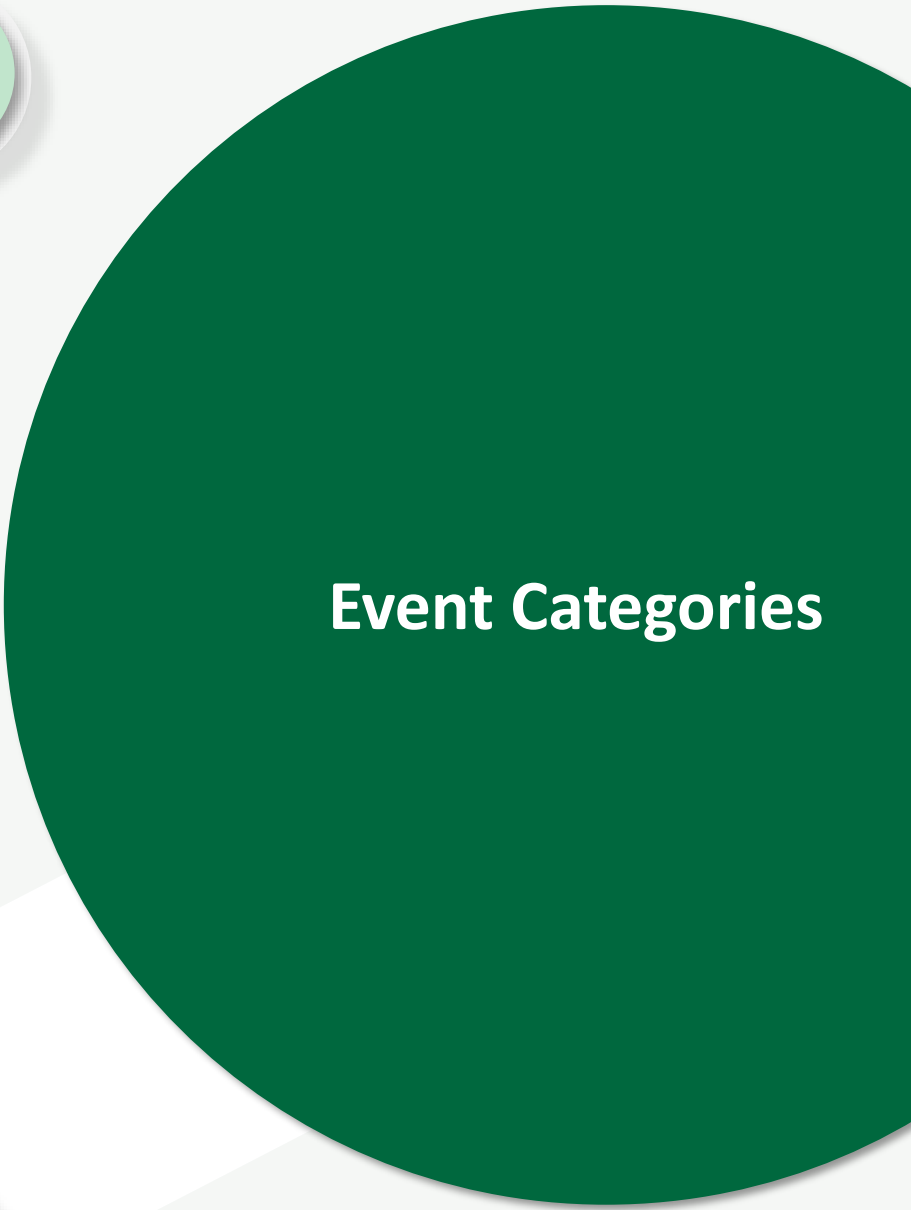
Sponsored



Event Marketing

Last year we did over 300 events of all formats be in offline, online or hybrid.

We Participate in both National & Regional level tradeshow for product promotion. (Approx 10+ exhibitions are executed every year.)



Events | Snapshots

Tradeshows

AAHAR EXPO'23
Setup



AAHAR EXPO '23
On Ground Engagement



PHOTOFAIR '23



PHOTO FAIR '23



Premier Printing Exhibition
of India' 23



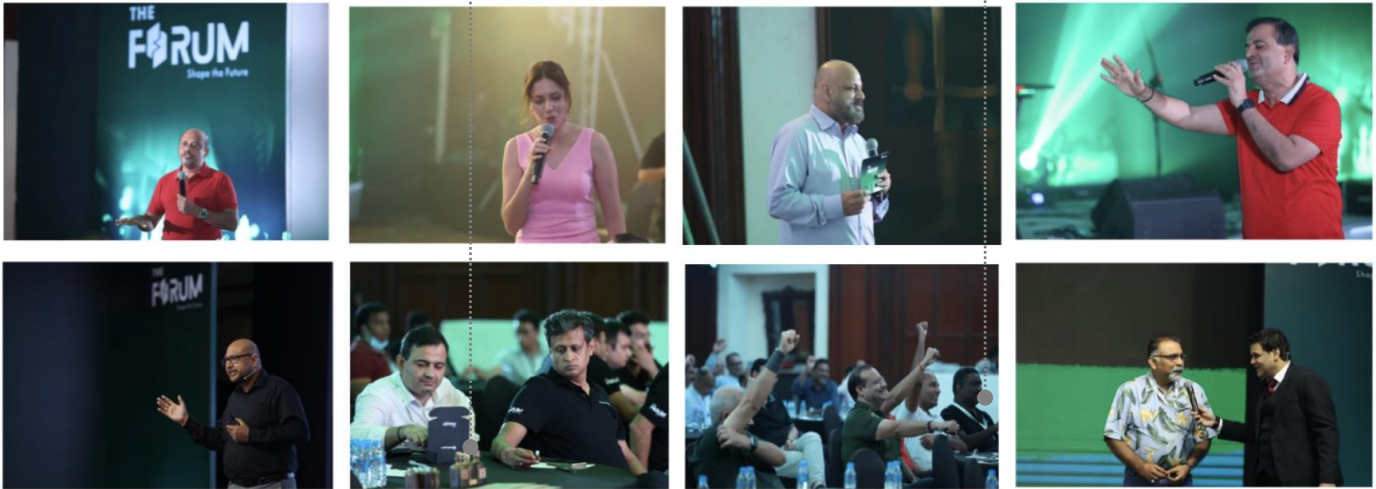
Premier Printing Exhibition
of India' 23



Events

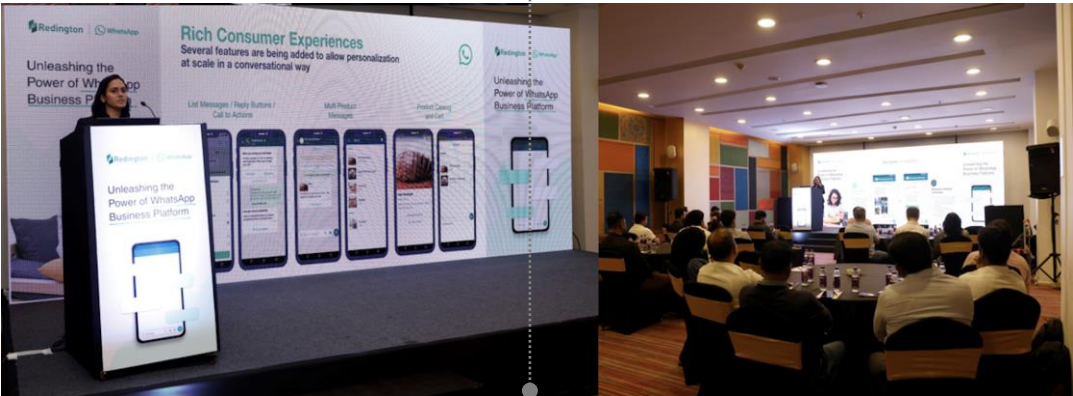


Mission 300
Redington IP



Business Discussions | Industry Talks | Open House | Team Building | Entertainment | Networking

The Forum | Redington IP



Redington X Whatsapp | Partner Event

OUTDOOR ADVERTISING | BRAND APPLE

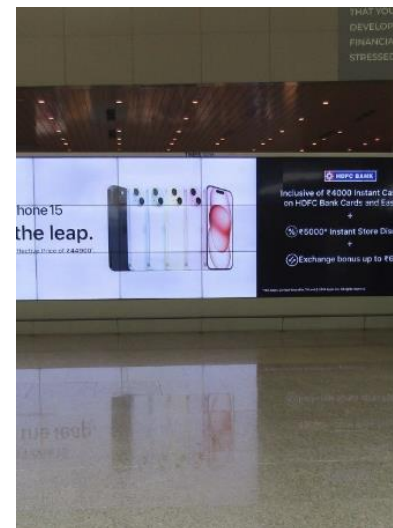
Digital Screen
New Delhi Airport



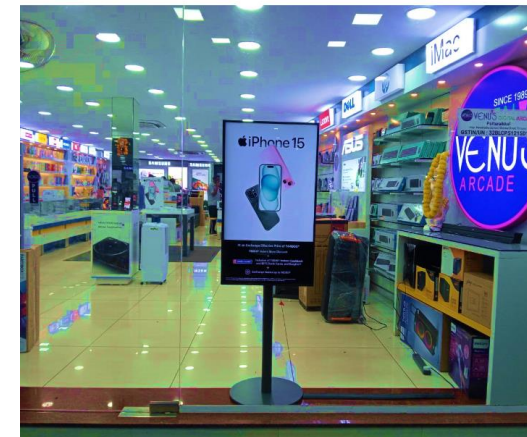
Airport OOH
T3, New Delhi



Digital Wall
Mumbai Airport



Digital Standee,
Thrissur



Mall OOH
Ahmedabad



Wallbay
Pune



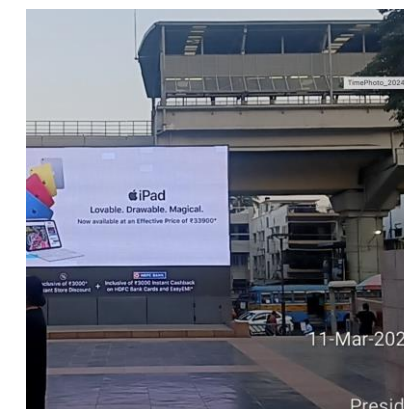
Sunboard Standee
Mumbai



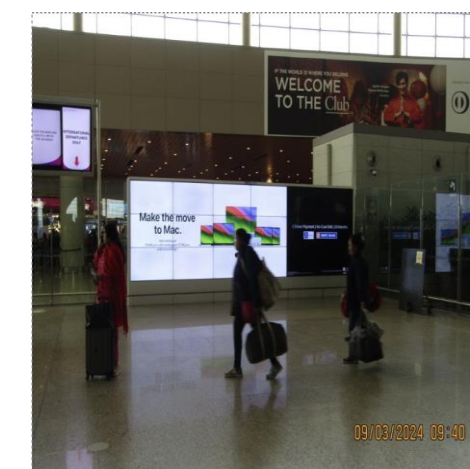
Sunboard ,Storefront
Vishkhapatnam



Digital Standee
Ernakulum



Mall OOH
Kolkatta



Digital Video Wall
Mumbai Airport



Mall OOH
Pune

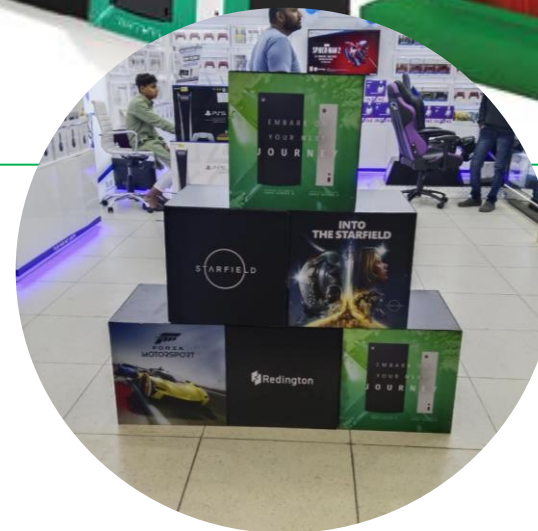
Trade Marketing | Campaigns

Retail Display and giveaways for placed in India's top 90 gaming retail stores across India.

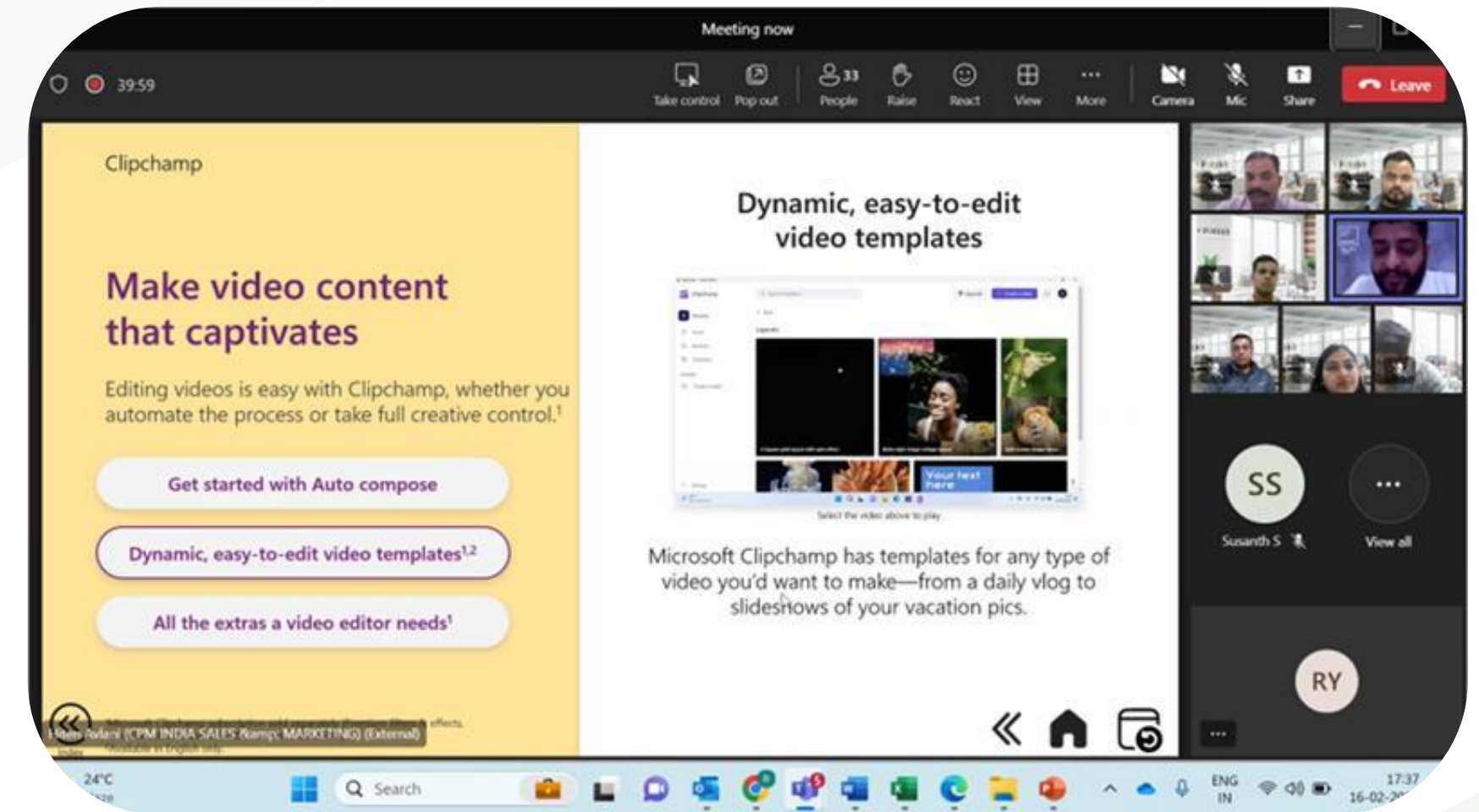
Brand :  XBOX



Bangalore



Hyderabad



Train the Trainer- Online Program for Chroma Trainers (PAN India)
Brand : Microsoft

Marketing For Gaming Portfolio



ECOMMERCE

Search And Display Ads On Amazon & Flipkart

We began our journey by leveraging the reach of e-commerce platforms

The **Ultimate Game Setup** Custom Landing Page On Amazon

Impact

6 Lac Total Page Views | Avg 14 k Daily

TRADE MARKETING

Visual Merchandising and Gift-with-purchase (GWP) Campaigns

Covered 100 Gaming Top stores in INDIA campaigns designed to drive in-store conversions and incentivize customers

Impact

Avg Monthly Gamers Footfall
1 Lac

WIDER REACH

Social Media And Press Release

We amplified our efforts through a strategic social media campaign and a press release for the COD launch.

Impact

10 M Reach | 15 + Media Coverages

INFLUENCER POWER

Gaming influencer campaigns for call of duty launch

We tapped into influencer space by partnering with top 4 gaming influencers to promote the Call of Duty launch

Impact

125 K Reach | Buy Link Clicks 525

EXPERIENTIAL MARKETING

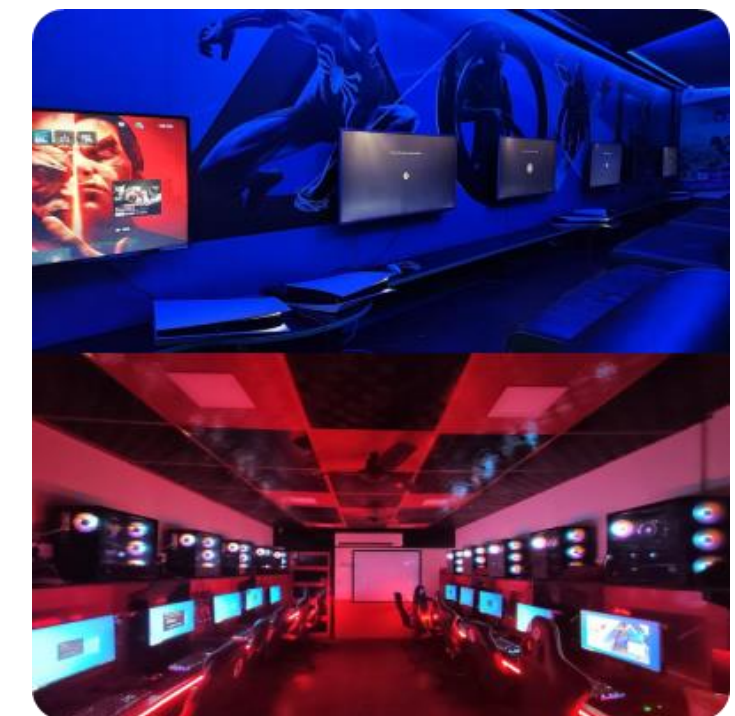
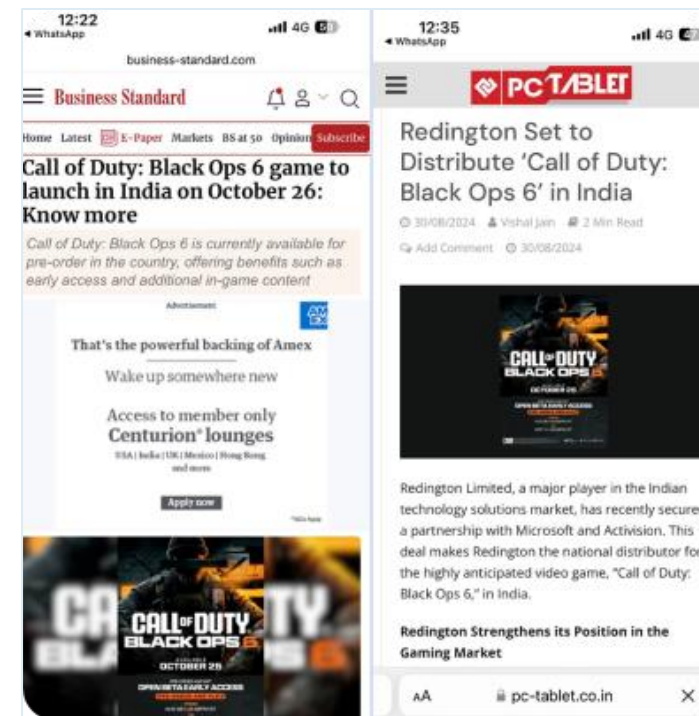
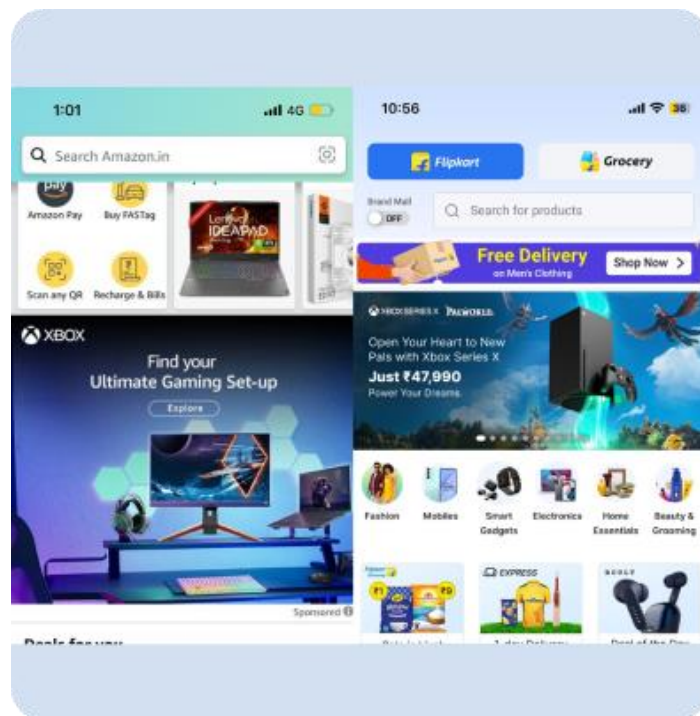
Creating Platforms for our OEM Partners to collaborate

Co-Branded Activation in Hot spot for Serious Gamers

- Gaming Café Activation
- Store Activation
- Campus Programs

Impact

Direct Reach out to 30 k Gamers



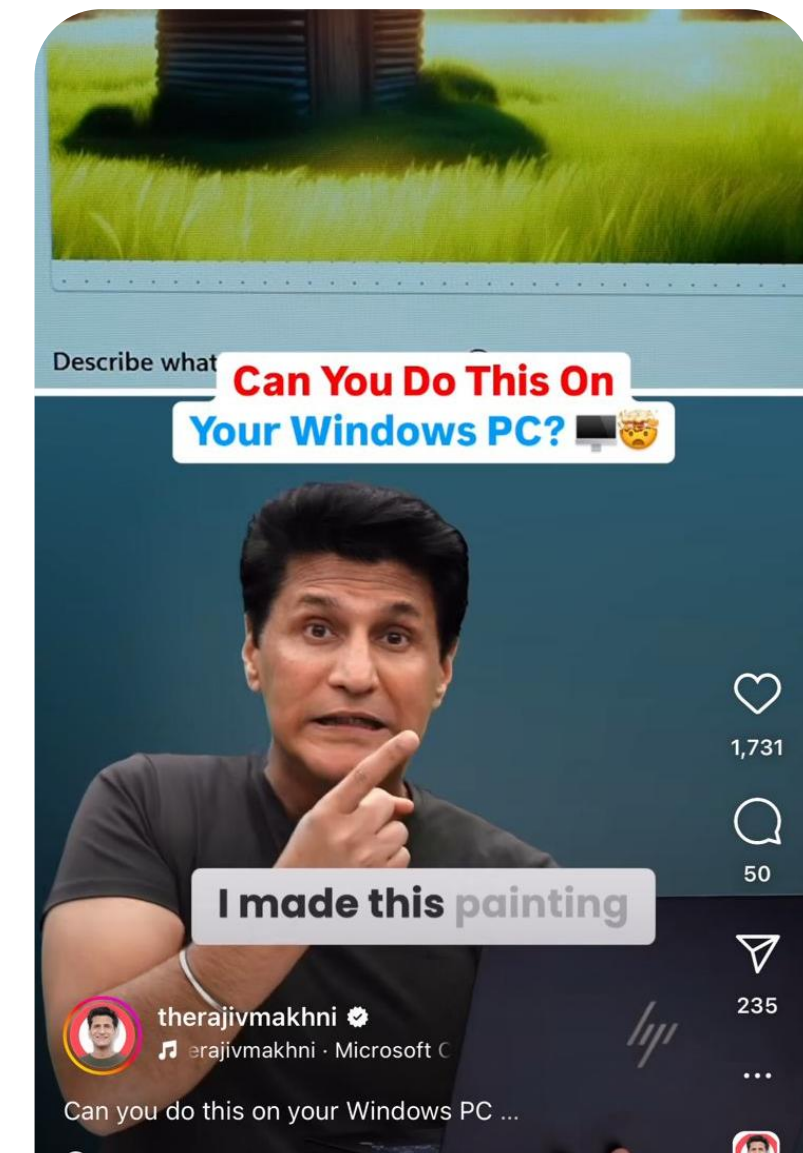
KOL Awareness Campaign



BeeBom 3.2 M Followers
Reel Reach | 1.2 M



Technical Guruji 6.1 M Followers
Reel Reach | 50K



Rajiv Makhani 6.1 M Followers
Reel Reach | 50K

Red.GAMING

by  Redington

A program to position Redington as India's
No. 1 Gaming Hardware Distributor.

15

Campaign

15

Influencer

7

Experiential Marketing

INDIA'S NO.1
TECH DISTRIBUTOR*

Red.GAMING
by  Redington

BRINGS YOU THE
FUTURE OF GAMING



Red.GAMING
by Redington

**Comic Con,
Delhi**

 Windows 11

50 K

Gamers
Experience "Magic of AI"

7

Gaming
Influencers

3 Days

India's
Biggest Event

Red.GAMING

by  Redington

Gaming Café Activation

Red.GAMING
by  Redington

AOC
GAMING

CALL OF DUTY
BLACK OPS 6



AOC 24G4



GO ROGUE IN **CALL OF DUTY® BLACK OPS 6** WITH **AOC GAMING MONITOR**
DESIGNED FOR THE MOST DEMANDING GAMERS

180 +

Registrations

3,000+

Gamers Footfall

50,000+

Social Reach

100

Units booked



आदित्य विजय
...सबसे अच्छे का!

45K + unique gamer
accounts on Insta

Digital Reach

3 Gaming PC in
Closure Stage

Opportunity

100+ Registration

75+ Gamer Foot Fall



50K + unique gamer
accounts on Insta

Digital Reach

1 Gaming PC SOLD
3 in Closure Stage

Opportunity

150+ Registration

90+ Gamer Foot Fall

Red.GAMING

by  Redington

**RLFR
Activation**

CALL OF DUTY



ENGAGING PARTNERS TO TELL THE REDINGTON STORY



CONFABS

Ramesh KS
Redington - Print

Appadurai A
HP - Indigo

Jabez Selwyn
Redington

Vijay Mutthu
Fortinet

Vankatesh R
Redington

Rajiv Gupta
SOPHOS

Jaya
Redington

Rahul Dutta
Microsoft



TRAILBLAZERS

“ We have been working with Redington Limited for the past four years, their commitment to excellence and customer satisfaction is truly remarkable. They have consistently delivered high-quality Creo products on time, and their attention to detail sets them apart from other distributors in the industry. The team at Redington is highly responsive, and always willing to go the extra mile to meet our needs. We highly recommend Redington Limited to any business looking for a reliable and trustworthy partner.”

Silambarasan Ponnusamy
Business Manager,
Venturo Technologies
Association with Redington:
4 Years

“ Redington's partnership has been a game-changer for us, with their exceptional support and unwavering commitment. Their expertise in sales and lead generation has propelled our success, and we eagerly anticipate their continued stellar services. ”

Rozario Lavaniyan.I
Director,
Postiefs Technologies Pvt Ltd.
Association with Redington:
5 Years

“ Our relationship with Redington has been an incredible journey of 25+ years, and they have played a pivotal role in our company's growth. They have consistently stood by our side, providing unwavering support and guidance in the ever-evolving IT industry. Their expertise and dedication have been instrumental in our ability to explore new business verticals with confidence and achieve remarkable milestones. As our reliable and trusted partner, we deeply appreciate their invaluable contribution to our success. Their commitment to excellence and collaborative approach makes them an integral part of our journey, and we look forward to continuing this fruitful association for years to come. ”

S.Sivakumar
Director
USAM Technology
Solutions Pvt. Ltd.
Association with
Redington:
25+Years

